

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: AVALLONE et al. : Confirmation No.: 6897  
Application No.: 09/828,444 :  
Filed: April 6, 2001 : Group Art Unit: 3621  
Examiner: P. Elisca  
For: METHODS AND SYSTEMS FOR PROVIDING PERSONALIZED INFORMATION  
TO USERS IN A COMMERCIAL ESTABLISHMENT

**SUPPLEMENTAL RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Supplemental Response is being submitted in response to an Examiner initiated interview on August 4, 2010.

In the interview, the Examiner indicated that the use of "unit" in independent claims 44 and 68 required further definition to distinguish between hardware components and software components. It is noted that "unit" is only recited in the claims in the context of "display unit," which is also recited in independent claims 81 and 82.

As clearly defined throughout the Specification, "unit" or "display unit" as recited in the claims is referring to physical components or, alternatively, hardware components. For example, page 14 of the Specification recites that the "structure of the display unit 10 comprises a display screen, or panel, 12, and a display screen housing 13." Thus, it is clear that the recitation of "unit" or "display unit" in the claims is only referring to physical components and not to a type of computer software.

In view of the above, Applicant respectfully requests reconsideration of the Application and allowance of claims 44-82. If the Examiner believes that prosecution of this Application could be expedited by a telephone conference, the Examiner is encouraged to contact the Applicant.

The Commissioner is hereby authorized to charge any additional fees necessary for consideration of this Response or to maintain the pendency of this Application and may credit any overpayments to Deposit Account No. 50-1059.

Respectfully submitted,  
**McNEES, WALLACE & NURICK**

/Brian T. Sattizahn/

By

**Brian T. Sattizahn**  
Reg. No. 46,401  
100 Pine Street, P.O. Box 1166  
Harrisburg, PA 17108-1166  
Tel: (717) 237-5258  
Fax: (717) 237-5300

Dated: August 5, 2010